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The Annual Report of the Executive Secretary

ROBERT L. KELLY

The year has been a very eventful one in the history of the Council. The normal activities of the Council have, of course, been interfered with by the war emergency, but like other manufacturing concerns the Council adapted its plans insofar as possible to the necessities of the times.

The Executive Secretary has not attempted to draw a sharp line of distinction between his activities under the immediate jurisdiction of the Council and those under the Association of American Colleges, believing that the interests of the two organizations were essentially the same; and as is well known, for five months of the year the headquarters of the Council were located at Washington, D. C., during which time the Executive Secretary served the American Council on Education.

It has become quite apparent that the basal work of the Council is that done by the Survey Department and that the results secured in that department furnish a large part of the data available for use by the Bureau of Information, and a considerable part for the issues of the bulletin.

The Survey Secretary will make a brief report of his activities. The Bureau of Information has obtained such prestige that a large correspondence has been conducted on a great variety of subjects. The subscription list of the American College Bulletin is constantly increasing and in general it may be reported that these fundamental phases of the Council's work have had satisfactory development.

As experience has demonstrated that it is not desirable to merge the publications of the Council and of the Association of American Colleges, I recommend that the name of the American College Bulletin be changed to CHRISTIAN EDUCATION; that the number of issues per year be reduced from twenty to ten; and that the form of the publication be improved.

For two very good reasons the Council's "Campaign" has not been conducted by the method contemplated at the time it was launched. So many "campaigns" and "drives," to attain definite patriotic purposes have featured the period covered

by this report, that a campaign for Christian Education unrelated to the war interests—so absorbing to all true patriots—would have been invidious not to say impossible. The people rightly would have had no interest in a movement for a "Christian Education" which ignored humanity's struggle for freedom. The Council has been glad to recognize that the program which America and the allies had adopted was but a larger statement of the program of the Council itself; that all the civilized world was conducting a campaign for Christian culture. Our work has all been related therefore and as vitally related as possible to the activities of the war and the post-war program already formulating. This reason would be sufficient excuse for not attempting to conduct the campaign as planned before the war began; but there is another reason.

The conviction is growing that the work of the Council must be intensive and continuous and that in the long run the most effective work will be done by persistent endeavor entered upon and carried out with no intention of spectacular effects on the one hand or of cessation of effort on the other. No time limit can be set to an effort which attempts to satisfy a perpetual need. Men need to have a Christian consciousness and a Christian conscience as they need three meals a day and eight hours of sleep. None of these needs can be guaranteed by a "big push." Furthermore the war has strengthened, not weakened, our appreciation of the necessity of co-operation. We see now that having once got together we must stay together; there is really no other way.

It will be entirely impossible to enumerate in this report all the activities of the Council; a few typical facts are here recorded:

CO-OPERATIVE PUBLICITY

Considerable progress may be reported in the field of co-operative publicity. As a result of a great mass of material bearing upon the work of the American College having been brought together by the Survey Department and of the readiness of talented men and women to produce pamphlets, newspaper and magazine articles, and other printed matter bearing upon this subject, it has been possible to circulate throughout the country an unprecedented amount of information pertaining to education.

In the matter of pamphlets distributed from this office the record of the year is as follows:

“Does Education Pay?”.....	33,000
“Your Country Calls You”.....	159,000
“The World Calls You”.....	171,000
“Meeting College Expenses”.....	75,000
“A Challenge to High School Girls”.....	70,000
“The Day of Prayer”.....	2,000
“Ministerial Supply”	751
“The American College Bulletin”.....	10,000

A total of 133 colleges purchased these pamphlets, 33 states being represented by these colleges. In addition to the above pamphlets which were issued from the Chicago office, there were issued from the Washington office during the national campaign in behalf of American education

“Three Sons and the War”.....	100,000
“Uncle Sam Is Alive, Are You?”.....	110,000

These pamphlets were purchased by the colleges and were distributed in every state in the Union. Under this particular head, therefore, it may be reported that 900,000 pamphlets on the work and function of the American College have been placed in the hands of our young people through the agency of this office during the past year.

This, however, is but a phase of the work done in the general field of co-operative publicity. As is well known this publicity has assumed various forms and has been carried on under different types of organization. Many groups of colleges representing sometimes states, sometimes peculiar types of institutions, sometimes institutions under the more or less direct control of religious denominations, have made their appeal through the religious and secular press, and in other ways. State campaigns in behalf of education have been carried on successfully in a number of states, all of the educational forces of such states uniting for this purpose. The various constituent Boards of the Council have been conspicuous leaders in work of this kind.

Finally, under this head should be reported the nation wide campaign carried on during the summer months and extending in modified form up to the middle of December under the auspices of the American Council on Education. The President of the United States requested the American Council on

Education to make its contribution to this work. The Committee on Education and Special Training of the War Department wrote a letter approving this campaign and other lines of work of the American Council on Education which invited the Executive Secretary of the Council of Church Board Education to have general charge of the campaign. As a part of this report I include, therefore, extracts from my report to the Commission on Students War Service of the American Council on Education, submitted December 18, 1918. These extracts follow:

"I take pleasure in submitting herewith a brief report of the campaign conducted during the past five months under the auspices of the Commission of Students War Service of the American Council on Education. In view of the fact that during the past two or three months neither the President nor the Secretary of the American Council on Education has spent much time in the office and the responsibility has therefore devolved largely upon the Campaign Director, who has acted rather as an Executive Secretary, this report contains an account of some activities under the jurisdiction of the American Council on Education proper rather than under the Commission on Students War Service. Since, however, all the work has been on a co-operative basis there is no especial need of attempting to make close discrimination in matters of this kind.

"The first task of the Commission on Students War Service of course was that of publicity in behalf of the Students' Army Training Corps. The function of this office, however, soon extended quite beyond that of publicity as such. In spite of the fact that after the campaign began, the status of the S. A. T. C. was changed from a voluntary to a draft basis, and in spite also of various embarrassments due to frequent changes in the details of administration of the S. A. T. C., the Commission found great demand for its services and much work to do. A State Director was appointed in each of the 48 states and in the District of Columbia, and in most of the states there was very commendable activity. If it were desired a report could be given of the activities in each state separately, as the data is on file in this office. In general it may be said, however, that the outstanding activities consisted of proclamations and special letters to students and to parents by the Governors of States, joint communications to young people and to citizens in general from Governors and State Superintendents, special

letters from State Superintendents, public communications and financial contributions from State Councils of Defense, community rallies and personal interviews of students and parents, which in a few of the States were carried to every student and parent in the State, newspaper and magazine articles in profusion, posters of different types, and public addresses by educational men and clergymen in particular. All of the great newspaper agencies gave cordial assistance in this matter, and there certainly was no magazine of any type in the country that did not carry one or more stories of the S. A. T. C. The United States Chamber of Commerce and numerous other organizations of a national character also participated actively in the campaign as opportunity was afforded.

"As interesting types of publicity, reference may be made to the fact that a joint letter was sent out by the American Council and the Bureau of Education to 120,000 clergymen, and there is documentary evidence that thousands of sermons were preached throughout the country by ministers of all denominations in behalf of the education of our children in general, as well as in behalf of the S. A. T. C. in particular. This office also prepared a catechism on the S. A. T. C. which was approved in advance by then Col. Rees and which was distributed through the Haskin Information Bureau to the number of 60,000, practically all of which went to prospective S. A. T. C. students. This office also prepared and distributed two special pamphlets on S. A. T. C., which were distributed to the number of 200,000, most of them having been purchased by college presidents. It was the policy of the office consistently to have its communications approved in advance by some member of the Committee on Education and Special Training of the War Department, and the Campaign Director is prepared to show that this was done.

"During the campaign a large number of circular letters were issued from time to time to the heads of institutions, giving information in many cases which could only have been secured at the time by a personal visit of the college executives at Washington City. In addition to these circular letters a voluminous correspondence was carried on, both by letter and by wire. Universities and colleges in every state of the Union applied to this office for information, advice and assistance, and the records show that fully one-half of the institutions which were granted the college section of the S. A. T. C. were assisted

in some significant way by this office. In some instances a dozen communications were received and replied to from a single institution and it is certain that the campaign saved to the institutions thousands of dollars in traveling expenses alone.

"The states that made the greatest use of this office in order are: Illinois, Indiana, Iowa, Ohio, Kentucky, Pennsylvania, New York, with, of course, the District of Columbia, although every state as mentioned above made use of the office. It may be a significant fact that the states which used the office most freely were those very largely which had already tested the value of co-operative publicity in one form or other.

"When the inductions actually began this office gave attention to other phases of the campaign. One of these was the appeal of the Surgeon General, U. S. A., for assistance in recruiting young women to enter standard institutions for pre-nurses training. A special Committee on War Service Training for Women College Students was organized by the Council, and a letter of seven pages was issued, indicating additional activities under the jurisdiction of this Committee. The main function of this office in connection with this campaign for nurses was to secure the establishment in leading institutions of pre-nurses training courses and to get such courses approved by the Surgeon General's office. The list includes about sixty of our best institutions. This office worked in close co-operation with the Association of Collegiate Alumnae, which has been and still is responsible for the task of recruiting students for these courses.

"The Campaign Director having been in charge of the office at the time was called upon by the State Department and the Treasury Department of the United States to decide whether or not the American Council on Education would have supervision of the French Educational Mission. He decided in the affirmative and the preliminary steps for the entertainment for this Mission were taken at this office.

"More recently the U. S. Shipping Board has called upon this office to co-operate with them in interesting American institutions of higher learning in their large program for foreign trade and transportation, and the American Red Cross and the Rockefeller Board have indicated to the Council their desire to have their assistance in their great campaign for public health now being formulated. The Campaign Director recently made

an address, by invitation, before the Senate Committee on Education and Labor in behalf of a Department of Education, and this address is being circulated under the auspices of the Senate Committee. The Campaign Director also, as the representative of the American Council on Education, has been appointed a member of the Central Committee of the U. S. Employment Service of the U. S. Department of Labor, this Service having been given the assignment by the National Council of Defense, in co-operation with other patriotic organizations, for the securing of positions for returning soldiers, sailors and other war workers as they make the transfer to civil life.

"As the Campaign Director leaves this office he is taking back with him to Chicago the task originally inaugurated by the Association of American Colleges pertaining to the French girl scholarships, and also that pertaining to disabled French soldiers. The other unfinished pieces of business are, for the present, left in abeyance subject to further plans of the Executive Committee of the Council.

"The campaign was made financially possible through the liberality of institutions which made subscriptions for its support.

"During the early part of the campaign the Campaign Director had the assistance in the Washington office of Mr. Harold Whitehead of Boston University, and during the latter part of the campaign of Professor George B. Woods of Carleton College, both of whom rendered most valuable service."

COOPERATIVE PURCHASING

A beginning has been made also in the matter of co-operative purchasing of college supplies. This work has been carried on by the Executive Secretary in conjunction with a committee made up of experienced purchasing agents, the Chairman of which has been Mr. John C. Dinsmore, the purchasing agent of the University of Chicago.

It was manifestly impossible during the war to attempt the application of the principle of co-operative purchasing to such commodities as food and fuel. The Government was making its best effort to control this situation through special administrative officers and the situation was too critical and too abnormal to warrant effort in these fields. It was the unanimous judgment of the Committee that the start should be made with

a limited number of articles and it seemed best to confine the first efforts to stationery and various forms of office supplies. Quotations were received directly from the mills and five distinct offers were made. Eighty-six colleges located in twenty-eight states took advantage of these offers and profited by them in the aggregate to the extent of probably \$1,500.

During the summer a conference of purchasing agents was held at College Camp, Wisconsin, on Lake Geneva, and was attended by representative purchasing agents from institutions belonging to the Association of American Colleges, the Association of American Universities and the National Association of State Universities. At this meeting, which continued for three days, it was unanimously voted to appoint a committee to draft a constitution and submit to the universities and colleges in the conference a plan for a permanent organization embodying an Exchange Bureau for the purpose of supplying information concerning supplies and materials. The Committee named was Professor E. D. Burton of the University of Chicago, Bishop Thomas Nicholson, J. C. Christensen, Purchasing Agent of the University of Michigan, C. H. Gingrich, of Carleton College, John C. Dinsmore, and R. L. Kelly. This Committee, under the leadership of Dr. Burton, has given this matter much consideration during the summer and will make its report to the Council tomorrow morning when the special topic of co-operative purchasing is the order of the day.

It may be said in this brief statement that the practicability of co-operative purchasing has been demonstrated by this experiment. It is true that the overhead charges were not considered in this experiment, and that the profit to the Committee, which amounted on the average to about 2% for cash discount, scarcely paid for the postage and correspondence. However, colleges may, with great profit to themselves, provide a fund for carrying on this work. There is a chance here for a great saving to our educational institutions, the opportunity for which should not be lost.

DATA REGARDING COLLEGE TEACHERS

The pressure of war work, particularly in connection with the Students' Army Training Corps, the complications involved in this intricate problem and particularly the lack of funds for carrying on investigations of this kind, have prevented much progress in the matter of securing data for college teachers.

It may be reported that numerous colleges have called upon the office for information regarding teachers and some service has been rendered directly in this field as in many other fields having to do with phases of college administration. The Council has not been officially connected with any Teachers' Agency, and it was soon discovered that the formulation of a list of available teachers would involve an expenditure quite beyond the resources of our budget. It may be reported that the Executive Secretary in co-operation with the United States Bureau of Education, secured information concerning almost 200 vacancies in schools and colleges, for which teachers of French were demanded. He also published articles in leading French newspapers and magazines inviting French teachers to enter into correspondence regarding these positions, and he arranged with the French High Commission at Washington to make the final recommendation for these appointments. As a result of this effort several French teachers have been brought to the United States already and a considerable correspondence has developed in this field. The French High Commission has shown keen interest in the matter and has given every evidence that it will continue to lend its support to the enterprise. The entire problem should have the careful attention of the Executive Committee.

A Statement of the most important types of service of the Council of Church Boards of Education would not be complete if there were omitted references to certain other lines of work, some of which were begun during the year 1918 and which have been materially developed since the annual meeting in January, 1919, while others were inaugurated by the action of the Council at the time of the annual meeting.

COMMISSION ON STANDARDIZATION OF COURSES IN CHURCH SCHOOLS.

The Commission on Standardization was organized before the annual meeting, at which time the information was given that it had the endorsement in its work not only of the Council of Church Boards of Education, the International Sunday School Association and the National Association of Biblical Instructors in Colleges and Secondary Schools, together with the Western Branch of this same organization, but also of the Commission on Christian Education of the Federal Council of the

Churches of Christ in America, which by implication carries with it the endorsement of all of the agencies connected with that Commission. The Commission on Standardization consists of the following persons:

Robert L. Kelly, Chairman, Council of Church Boards of Education.

Charles Foster Kent, Yale University.

Laura H. Wild, Mount Holyoke College.

Lavinia Tallman, Teachers' College, Columbia University.

Ira M. Price, University of Chicago.

Herbert L. Willetts, University of Chicago.

H. G. Beuhler, The Hotchkiss School.

Vernon P. Squires, University of North Dakota.

John E. Foster, Iowa State Board of Education.

Considerable work has already been accomplished by the members of the Commission, individually and collectively, and there is good prospect that before much more time elapses the final report of the Commission will be ready for publication.

LEADERSHIP AND CO-OPERATION IN UNIVERSITY CENTERS.

At the annual meeting of the Council a joint session was held with the representatives of the Conference of Church Workers in Universities, at which time a series of resolutions was adopted expressing the conviction of both organizations as to the need for a forward step in the co-operative endeavor to solve the perplexing and intricate religious problem of our universities. (See American College Bulletin, Vol. II, No. 9.)

Since that meeting preliminary conferences have been held which resulted in a special meeting in the office of Dr. John R. Mott, on Friday, February 7th, of the Committee on Reference of the Cleveland Conference. At this meeting certain findings were approved which with modifications, agreed to by all interests concerned, have now assumed the form of the following principles: The outlook, therefore, for more fruitful work than in the past, as not only the interests but the organizations represented in the Cleveland Conference, become more thoroughly identified, is most promising.

I. The General Advisory Board of the Christian forces in the University should be organized in accordance with the Findings of the First Cleveland Conference. In Universities where there are both Young Men's and Young Women's Christian

Associations, it should be composed of the Advisory Boards of both Associations. It is recommended that the students themselves should have representation on this General Advisory Board.

“IV. On the supervisory or advisory bodies of the Associations, both local and national, should be, so far as is consistent with efficiency, representatives of the various Christian communions, which representatives shall be nominated by the Association’s supervisory or advisory board concerned, approved by the proper ecclesiastical authority of the Christian communions concerned, and in the case of the local Associations, elected by the Associations. It is understood that in the case of the Young Women’s Association their supervisory or advisory bodies will be composed of women. It is also understood that persons elected to the supervisory or advisory bodies shall have qualifications which agree with the membership requirements of the Association Movements.”

II. The employed staff should be composed of the General Secretaries of the two Associations, the denominational Secretaries and such other Secretaries as may be needed to meet the religious needs of the whole University, all to be elected by the General Advisory Board with the approval of the Cabinets of the two Associations, and in the case of denominational representatives serving on the staff, they shall be jointly selected by the Advisory Board and the Board of Education of the denomination or other proper denominational authority. Where practicable, all of the Secretaries should be paid through a common local treasury. Local ministers doing student work as representatives of their denomination should be ex-officio members of the staff. In choosing all these workers special attention should be given to the principle enunciated in point 13 of the Report of Commission I of the Second Cleveland Conference.

“13. We recognize the very great importance of using as secretaries and pastors and as members of advisory and consulting boards only such men and women as have both the willingness and the ability to work co-operatively.”

III. The staff of Secretaries should function as a unity on the college campus. There should be a General Executive Secretary who acts as chief of staff. Their responsibility relates to the work of both men and women. Policies should be worked

out by the entire staff working together in fullest co-operation with the Association Cabinets.

IV. Whenever the students are organized into denominational groups or societies, these separate groups should, so far as practicable, be represented on the Association Cabinets.

The members of the committee are:

Dr. John R. Mott, David R. Porter and W. H. Tinker, International Committee of the Y. M. C. A.

Miss Leslie Blanchard and Miss Louise Holmquist, National Board of the Y. W. C. A.,

Drs. Frank W. Padelford, Robert L. Kelly and Richard C. Hughes, Council of Church Boards of Education.

Rev. M. W. Lampe, Ph. D., and Rev. Howard R. Gold, Church Workers in Universities.

VOCATIONAL GUIDANCE.

At the annual meeting a resolution was passed bearing directly upon the question of vocational guidance in university centers. This resolution is couched in the following language:

“In each university center one or more of the church representatives should be especially charged with the responsibility of giving counsel in the choice of a vocation to the end that students may learn to choose their life work with a clear view of rendering the largest unselfish service for the best good of the world. Special attention should be given to the enlistment for the Christian ministry and Christian teaching and to committing those who choose other vocations to volunteer service in the church as laymen.”

As bearing upon the larger field:

“That Dr. Kelly be requested, in co-operation with the several Secretaries, to co-ordinate the various agencies engaged in vocational work with a view to increase efficiency and an extension of the work.”

In conformity with this resolution, steps have already been taken to hold a number of interdenominational vocational conferences among selected students of high school grade in numerous cities and towns throughout the country.

THE INTER-CHURCH WORLD MOVEMENT OF NORTH AMERICA.

At the annual meeting a resolution to the following effect bearing upon the Inter-Church Missionary Movement, as then called, and now denominated the Inter-Church World Movement of North America, was unanimously adopted.

“That the Council of Church Boards of Education heartily approves in principle the plans for the Inter-Church Missionary Movement, as presented by the Committee of Twenty, and requests that when these plans are in final form they be presented to the various Church Boards with the recommendation of the Council that they be given favorable consideration.”

Since the adoption of this resolution the Executive Secretary has been made a member of the General Committee and of the Executive Committee of fifteen of the Inter-Church World Movement and is assisting in the definite formulation of the plans. At the time of the issuance of this statement the possibilities of this Movement are not yet fully comprehended even by its officers and promoters, but the movement apparently possesses potentialities unsurpassed in magnitude and significance in the history of Protestantism.

THE RECRUITING CAMPAIGN AMONG SOLDIERS, SAILORS AND OTHER WAR WORKERS.

At the annual meeting the Council instructed its Executive Secretary to promote this Campaign and made an appropriation for the purpose, which was supplemented later by an appropriation from the Association of American Colleges. This instruction has been carried out vigorously. Arrangements have been made with educational directors of the Y. M. C. A. and with certain representatives of the United States Employment Service to have oversight of the distribution of literature sent from this office challenging soldiers, sailors and other war workers to prepare for larger usefulness by identifying themselves with some high-grade educational institution. Some suitable literature has been prepared for this purpose and through the agency of the machinery which has been set up calls are coming for hundreds of thousands of copies of this literature. The campaign will continue until the amounts appropriated by the Council and the Association are exhausted.